



www.thebostonchannel.com

WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

Billing Address:

GMMB
Attention: Accounts Payable
3050 K St, NW
Washington, DC 20007

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
963218-1	10/21/12	October 2012	10/01/12 - 10/21/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Obama/D/President	Candidate Orders	1904

Flight Dates	Order #	Alt Order #
10/16/12 - 10/21/12	963218	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/16/12	10/21/12	6a Eyeopener	558-7a	- TWTF - -	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/16/12	10/22/12	- TWTF - -	1	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/16/12	6:00 AM	6a Eyeopener	558-7a	:30	0FA12D132H	\$1,500.00 NM
2	10/16/12	10/21/12	Good Morning America	658-9a	- TWTF - -	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/16/12	10/22/12	- TWTF - -	2	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WCVB	Tu	10/16/12	7:59 AM	Good Morning America	658-9a	:30	0FA12D132H	\$1,500.00 NM
1	WCVB	W	10/17/12	8:53 AM	Good Morning America	658-9a	:30	0FA12D132H	\$1,500.00 NM
3	10/16/12	10/21/12	Weekend GMA	7-8a	- - - - - SS	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/16/12	10/22/12	- - - - - SS	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Sa	10/20/12	6:59 AM	Weekend GMA	7-8a	:30	0FA12D132H	\$800.00 NM
4	10/16/12	10/21/12	LIVE WITH KELLY & MICHAEL	9A-10A	- TWTF - -	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/16/12	10/22/12	- TWTF - -	2	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/16/12	9:50 AM	LIVE WITH KELLY & MICHAEL	9A-10A	:30	0FA12D132H	\$500.00 NM
2	WCVB	W	10/17/12	9:56 AM	LIVE WITH KELLY & MICHAEL	9A-10A	:30	0FA12D132H	\$500.00 NM
5	10/16/12	10/21/12	STEVE HARVEY DAY	10-11a	- TWTF - -	:30	2	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/16/12	10/22/12	- TWTF - -	2	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/16/12	10:55 AM	STEVE HARVEY DAY	10-11a	:30	0FA12D132H	\$350.00 NM
2	WCVB	W	10/17/12	10:21 AM	STEVE HARVEY DAY	10-11a	:30	0FA12D132H	\$350.00 NM
6	10/16/12	10/21/12	The View	1058-12n	- TWTF - -	:30	1	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									

MTWTFSS

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

DUPLICATE INVOICE



www.thebostonchannel.com

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Invoice #	Invoice Date	Invoice Month	Invoice Period
963218-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser	Product	Estimate Number	
Obama/D/President	Candidate Orders	1904	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/16/12	10/21/12	The View	1058-12n	- TWTF - -	:30	1	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/16/12	10/22/12			- TWTF - -		1	\$1,500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WCVB	Tu	10/16/12	11:30 AM	The View	1058-12n	:30	0FA12D132H	\$1,500.00 NM
7	10/16/12	10/21/12	Midday News	1158a-1230p	- TWTF - -	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/16/12	10/22/12			- TWTF - -		1	\$600.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Th	10/18/12	12:23 PM	Midday News	1158a-1230p	:30	0FA12D132H	\$600.00 NM
8	10/16/12	10/21/12	Millionaire	1228-1p	- TWTF - -	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/16/12	10/22/12			- TWTF - -		2	\$500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Th	10/18/12	12:46 PM	Millionaire	1228-1p	:30	0FA12D132H	\$500.00 NM
2	WCVB	F	10/19/12	12:53 PM	Millionaire	1228-1p	:30	0FA12D132H	\$500.00 NM
9	10/16/12	10/21/12	The Chew	1-2p	- TWTF - -	:30	1	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/16/12	10/22/12			- TWTF - -		1	\$750.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WCVB	F	10/19/12	1:31 PM	The Chew	1-2p	:30	0FA12D132H	\$750.00 NM
10	10/16/12	10/21/12	GENERAL HOSPITAL	ABC SOAPS ROTA	- TWTF - -	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/16/12	10/22/12			- TWTF - -		1	\$900.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/16/12	2:24 PM	GENERAL HOSPITAL	ABC SOAPS ROTA	:30	0FA12D132H	\$900.00 NM
11	10/16/12	10/21/12	KATIE COURIC DAY	3-4p	- TWTF - -	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/16/12	10/22/12			- TWTF - -		1	\$600.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/16/12	3:35 PM	KATIE COURIC DAY	3-4p	:30	0FA12D132H	\$600.00 NM
12	10/16/12	10/21/12	ELLEN EF	4P-5P	- TWTF - -	:30	1	\$700.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/16/12	10/22/12			- TWTF - -		1	\$700.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WCVB	F	10/19/12	4:47 PM	ELLEN EF	4P-5P	:30	0FA12D132H	\$700.00 NM
13	10/16/12	10/21/12	M-F Inside Edition	658-730p	- TWTF - -	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/16/12	10/22/12			- TWTF - -		1	\$1,500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	W	10/17/12	7:13 PM	M-F Inside Edition	658-730p	:30	0FA12D132H	\$1,500.00 NM
14	10/16/12	10/21/12	Chronicle	728-8p	- TWTF - -	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/16/12	10/22/12			- TWTF - -		1	\$1,500.00	

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

INVOICE

www.thebostonchannel.com

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Invoice #	Invoice Date	Invoice Month	Invoice Period
963218-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser	Product	Estimate Number	
Obama/D/President	Candidate Orders	1904	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/16/12	10/21/12	Chronicle	728-8p	- TWTF - -	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Th	10/18/12	7:29 PM	Chronicle	728-8p	:30	0FA12D132H	\$1,500.00 NM
15	10/16/12	10/21/12	430a Eyeopener	430-5a	- TWTF - -	:30	1	\$100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	- TWTF - -	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/16/12	4:40 AM	430a Eyeopener	430-5a	:30	0FA12D132H	\$100.00 NM
<u>Total Spots</u>							19		

Payment Terms 30 Days

<u>Gross Total</u>	\$16,150.00
<u>Agency Commission</u>	\$2,422.50
<u>Net Amount Due</u>	\$13,727.50